

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



6233



# REUTER SEED CO., Inc.

SEEDS · BULBS · PLANTS

*Garden Supplies*

[ 320 N. CARROLLTON AVE.  
[ NEW ORLEANS, LA. ]

## *Lilliput Zinnia Offer*

Elegant, miniature, almost globular-shaped  
Zinnias resembling the Pompon Dahlias. At-  
tractive for garden display and cutting.

1 pkt. each of 6 separate colors, 40c.

January 1, 1932.

DEAR FRIEND:

What a surprise and thrill I have in store for you!

Reuter's 1932 Spring Garden Book is now ready! It is the most outstanding Southern Planting Guide published in America. This wonderfully new and complete catalog contains 100 pages of interesting and inspirational gardening information.

I want to send you a copy ABSOLUTELY FREE! It will tell you all about delicious new and improved vegetables that are sweet-flavored and wholesome; rare flower creations that will fascinate and thrill you; recent introductions of gorgeous gladiolus, showy dahlias, exquisite caladiums, and other bulbs; new and your favorite roses; enchanting rock-garden plants; interesting cacti; magical water-lilies; beautiful azaleas and camellias (pictured in natural color); and the finest selection of southern plants. Bring to your garden charm and beauty, and to your home happiness and joy!

Everybody will be gardening this year, not only for economy's sake, but for health and recreation. Reuter's New Spring Garden Book will assist you in selecting exactly what you require for your garden this spring. The descriptions are straightforward; the planting directions absolutely accurate.

Clip the coupon on the next page and receive your copy. This catalogue is teeming with gardening romance and adventure. It will delight you, thrill you, and SAVE YOU MONEY. Curl up in an easy-chair and read it from cover to cover. It will hold you spell-bound--for in every heart there is the inherent love of things that grow.

Sincerely yours,

*Louis B. Reuter*  
President

WHAT IS HOME WITHOUT A GARDEN ?



## A "FOOD GARDEN" ON EVERY FARM

Wartime gardening taught the people of the country how much could be saved by growing their own vegetables. An era of hard times and unemployment has brought back these lessons vividly and a revival of vegetable gardening.

Aside from the economy of growing vegetables from a small expenditure for seeds, you will have available for your table the highest quality vegetables, sun-ripened on your own plants and vines, gathered only a few minutes before cooking, and they are vastly more delicious and wholesome than the best you can buy.

## WHY SHOULD 30c WORTH COST YOU A DOLLAR?

Of each dollar you pay at the market for vegetables only about 30 cents goes to the actual producer. The other 70 cents is taken up by transportation costs, distribution expenses, and middlemen's profits. With your own garden, there is no need for complicated and expensive machinery to bring vegetables to your table; no one but you takes a profit. A vegetable garden will cut your grocery bills in half; will give you healthy exercise and pleasant outdoor recreation; will furnish fresh vegetables for your family, and enable you to can and store vegetables for future use.

## FRESH VEGETABLES ARE HEALTHFUL

Vegetables have more than a dollars and cents value. If one's diet is well varied with fresh vegetables at all seasons, there will be no need for spring tonics. Vegetables furnish those mysterious substances known as Vitamins. On the basis of health alone, vegetables should be grown by everyone who has even a small patch of ground. The average family can grow one-eighth of its food on the ordinary lot and save at least \$100 a year. In the South, where it is possible to grow two or three crops on the same ground during the year, a larger saving can be accomplished.

## BIG 100-PAGE NEW GARDEN BOOK

A gold-mine of gardening information is contained in this outstanding Planting Guide for the South. It is brimful of useful and interesting planting data, and is the finest seed catalog published in America. Simply send us the coupon below in the enclosed self-addressed envelope that requires NO POSTAGE.

CLIP THE COUPON

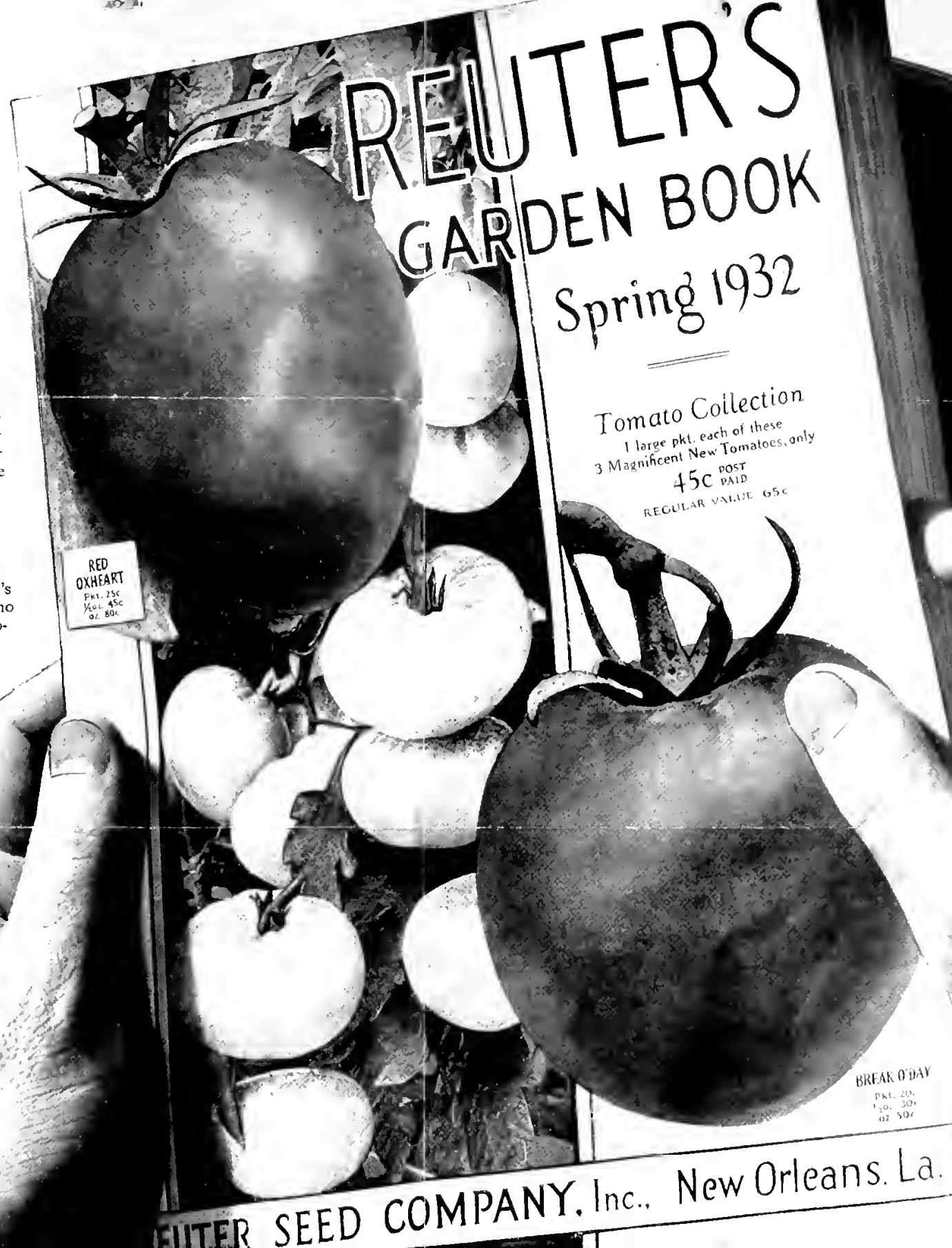
REUTER SEED CO., Inc.  
New Orleans, La.

Gentlemen: Please send me ABSOLUTELY FREE  
Reuter's Spring 1932 Garden Book for the South.

Name \_\_\_\_\_

Post Office \_\_\_\_\_ R.F.D. \_\_\_\_\_ Box \_\_\_\_\_

Street \_\_\_\_\_ State \_\_\_\_\_



**REUTER'S  
GARDEN BOOK**  
Spring 1932

**Tomato Collection**  
1 large pkt. each of these  
3 Magnificent New Tomatoes, only  
**45c** POST PAID  
REGULAR VALUE 65c

**RED  
OXHEART**  
Pkt. 25c  
1/2 doz. 45c  
doz. 80c

**BREAK O'DAY**  
Pkt. 20c  
1/2 doz. 30c  
doz. 50c

**REUTER SEED COMPANY, Inc., New Orleans, La.**

## NEW FLOWER SENSATIONS

The newest flower creations of the world's most celebrated hybridizers. Among them a marvelously brilliant new Celosia; a new and gorgeous lavender Verbena that is delightfully fragrant; a rare blue Petunia, intriguing and fascinating; Poppies, Salvias, Marigolds, Calendulas, magnificent new Zinnias; and the most recent prize-winning Gladiolus, big exhibition Dahlias, Fancy-leaved Caladiums of indescribable beauty and charm. All new! Reuter's 100-page Spring Garden Book tells you all about them. Hundreds of flower illustrations, many in natural colors. Be sure to get your copy before the supply is exhausted.

## FARM and FIELD SEEDS AT LOW PRICES

The heaviest yielding field and farm seeds are all described and priced lower than in 15 years in Reuter's Spring Garden Book. Read about Sudan Grass that furnishes grazing in 30 days; the new Korean Lespedeza that is earlier and larger; scientifically bred Seed Corn of the best adapted varieties; Japanese Honey Cane that is pedigreed and supplies 200 gallons of syrup to the acre; Grohoma, the new sensational grain Sorghum. Your copy is waiting for you.

Clip the  
Coupon  
Today



## REUTER'S GORGEOUS PETUNIAS

Bedding Petunias. Colorful and exquisite in massed beds

	Pkt.	1/2oz.
1831 Rose of Heaven. Lovely brilliant rose . .	\$0 10	\$0 40
1832 Rosy Morn. Carmine-pink, white throat. .	10	40
1832A Silvery Blue. Very delightful shade . .	20	65
1833 Snowball. Satiny white; compact grower .	10	40
1834 Viola. Beautiful deep violet-blue . . .	10	40
1820 Reuter's Superb Mixture. Pkt. 10c; 1/4oz. 40c; 1/2oz. 70c.		

Giant-flowered Petunias. Glorious for porch-boxes and pots

1822 Giant of California, Mixed Colors. Pkt. 25c.	
1823 Dwarf Giant of California, Mixed Colors. Pkt. 25c.	
1824 Fluffy Ruffles, Choice Mixed. Strong growers with enormous flowers, attractively ruffled. Pkt. 35c.	
1836 Theodosia. Rose-pink with yellow-veined center. Pkt. 35c.	
1840 Reuter's Giant Double Mixture. Giant, double, ball-shaped flowers in many lovely colors and shades. Pkt. 35c.	

## NASTURTIUM, Golden Gleam

1762 The outstanding novelty of the year. It is a vigorous, bushy grower, throwing a few runners. The large, semi-double, golden yellow flowers average 2 1/2 to 3 inches across, and are produced in great profusion on erect, stiff stems about 6 inches in length. Delightfully sweet-scented. Pkt. 25c; 3 for 65c.

*The Sensational  
New Double  
Sweet-Scented  
Nasturtium  
Golden Gleam*



Large-flowering Phlox

REUTER'S  
100-PAGE  
SPRING  
GARDEN  
BOOK IS  
**FREE!**

•  
*Plant a  
Garden for  
Health  
Happiness  
and Joy*



## REUTER'S Large-flowering PHLOX

The finest of all Phlox for bedding. The large clusters of blooms will transform your beds into a vivid blanket of color.

1848 Pure White	1850 Flesh-Pink	1851 Rose
1852 Chamois-Rose	1856 Scarlet	1857 Crimson
1858 Yellow	1859 Blue	

Prices on above: Pkt. 10c; 1/4oz. 40c; 1/2oz. 70c.

1845 Mixed Colors. Comprise the most outstanding shades and brilliant colors. Pkt. 10c; 1/4oz. 35c; 1/2oz. 60c; oz. \$1.00.